



**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/14 thru 11/20.**  
 (prices in dollars per carton)

Fri. Nov 14, 2014

**SHELL EGG NATIONAL SUMMARY**

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		36.9% of 22,900 stores				44.6% of 22,900 stores				35.5% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	40	2.99	330	1.52			460	1.27			500	1.43
	White 18 pack			490	2.41			320	2.22			810	1.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	20	1.80	520	1.47	20	1.50	1,960	1.64	50	1.99	1,570	1.20
White 18 pack	2,830			2.40	590			2.10	400			2.04	
Brown 12 pack	170			0.99				160	0.99				
SPECIALTY	USDA ORGANIC												
	White 12 pack	80	3.99			120	3.99						
	Brown 12 pack			170	4.02	80	3.99	110	3.99			1,360	3.61
	OMEGA-3												
	White 12 pack	220	2.90	1,200	2.63	100	2.86	2,460	2.39	10	2.50	880	2.47
	Brown 12 pack			100	3.69	10	2.59	150	3.73			240	3.49
	CAGE-FREE												
	White 12 pack			620	2.60	20	1.99	2,060	2.54			50	2.79
	Brown 12 pack			400	2.84	430	3.46	2,890	2.72			1,010	3.53
VEGETARIAN FED													
White 12 pack			180	2.90			480	2.39	720	2.41	720	2.41	
Brown 12 pack			140	2.46	20	2.49	100	2.25			350	2.53	

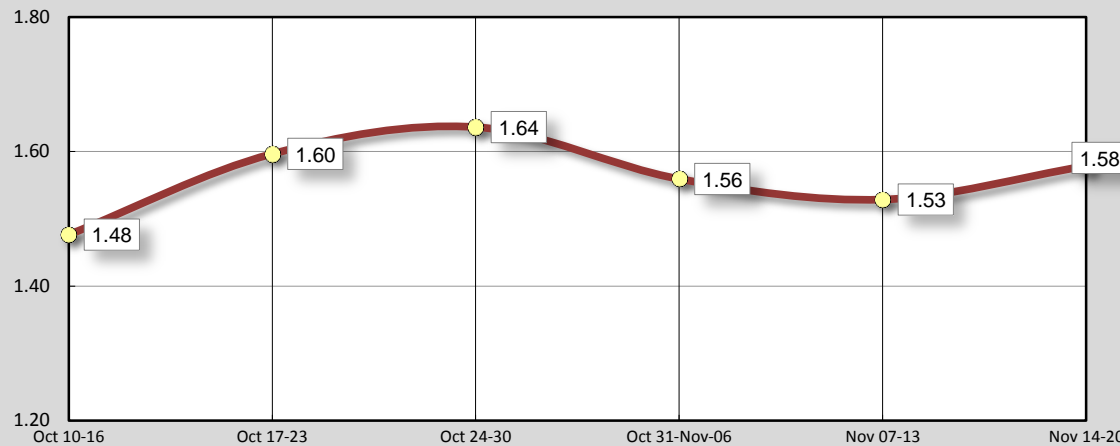
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,400	3,350	3,490	Large Eggs on Sep-02-2014
Specialty	3,110	9,030	5,340	
Total (includes MD)	7,640	12,560	9,020	575.9
Special Rate 4/:	9.4%	12.7%	3.2%	down 3.8%

5/ 1,000's of 30-doz cases

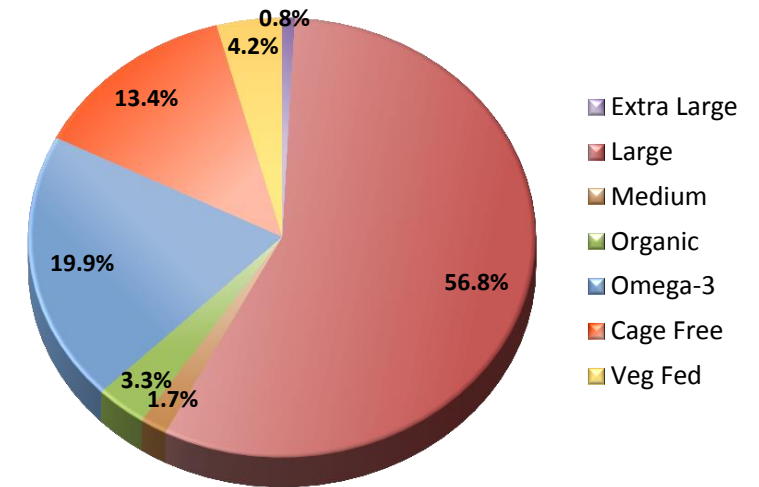
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs is on the rise as retailers begin focusing their attention on baking related items for the holiday season. The average price of Large White eggs, Grade A or better, to consumers is up from last week, due primarily to an increase in featuring of 18 pack eggs offered at higher price levels. A lower percentage of sampled outlets are offering "no price" incentives to shoppers. Ads for Extra Large and Medium eggs are sporadic. Specialty shell egg features are fewer in number compared to a week ago. Omega-3 eggs continue to be well represented in circulars, however cage-free types have tapered off. Featuring of liquid egg products is more active, with ads for 32 ounce cartons showing up more in flyers. Seasonal egg nog promotions are appearing in advertisements across the country.

**Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen**



**This Week's Shell Egg Featuring by Category**



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/ FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		37.4% of 4,700 sampled outlets Activity Index = 2,100 (includes Medium)						25.8% of 5,900 sampled outlets Activity Index = 1,530 (includes Medium)						35.1% of 4,200 sampled outlets Activity Index = 1,370 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.80	60	1.80				1.99	50	1.99				1.29 - 1.59	30	1.37	
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.29 - 1.47	30	1.38				1.49	10	1.49				0.98 - 1.88	290	1.70	
					1.99 - 2.77	340	2.45				2.00 - 2.50	1,240	2.41				1.88 - 2.50	590	2.26	
					0.99	170	0.99													
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			1.29 - 2.49	90	2.37	White 12 pack White 30 pack			2.99	20	2.99	
	USDA ORGANIC White 12 pack Brown 12 pack		3.99 80 3.99			3.99 140 3.99												3.99 - 4.49	30	4.15
S P E C I A L T Y	OMEGA-3 White 12 pack Brown 12 pack		2.50 - 3.00 220 2.90			2.50 - 5.25 680 2.93 3.99 80 3.99						1.99 - 2.00 130 2.00						1.98 - 2.99 60 2.26 2.49 20 2.49		
	CAGE-FREE White 12 pack Brown 12 pack					2.99 150 2.99 2.99 20 2.99						2.50 10 2.50						1.99 - 2.50 260 2.47 2.50 - 2.99 70 2.92		
	VEGETARIAN FED White 12 pack Brown 12 pack					2.50 130 2.50														
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		39.3% of 4,200 sampled outlets Activity Index = 1,340 (includes Medium)						48.3% of 2,800 sampled outlets Activity Index = 570 (includes Medium)						62.0% of 1,200 sampled outlets Activity Index = 730 (includes Medium)						
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.33 - 1.69	130	1.64				2.99	40	2.99	1.99 - 2.50 140 2.42						1.25 110 1.25
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.99	10	0.99	
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.79	10	1.79	0.88 - 1.88	170	1.12	1.80	10	1.80	0.99	10	0.99				1.48	10	1.48	
					1.67 - 2.50	460	2.48				2.50	130	2.50				1.99 - 2.50	70	2.46	
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			1.50	10	1.50	White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																			
	OMEGA-3 White 12 pack Brown 12 pack					1.99 - 2.29 150 2.03						1.90 - 2.99 160 2.67						2.00	20	2.00
	CAGE-FREE White 12 pack Brown 12 pack																	2.50 200 2.50 2.50 - 3.39 310 2.82		
	VEGETARIAN FED White 12 pack Brown 12 pack					2.19 - 2.99 110 2.85 1.98 10 1.98						2.99 70 2.99								



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

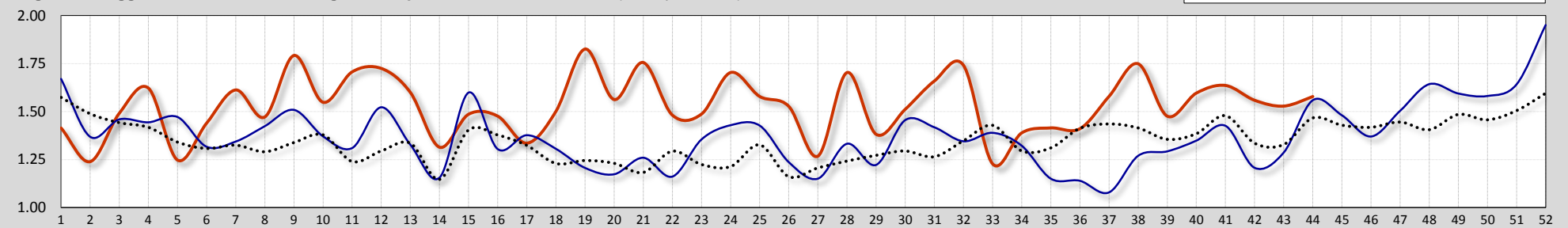
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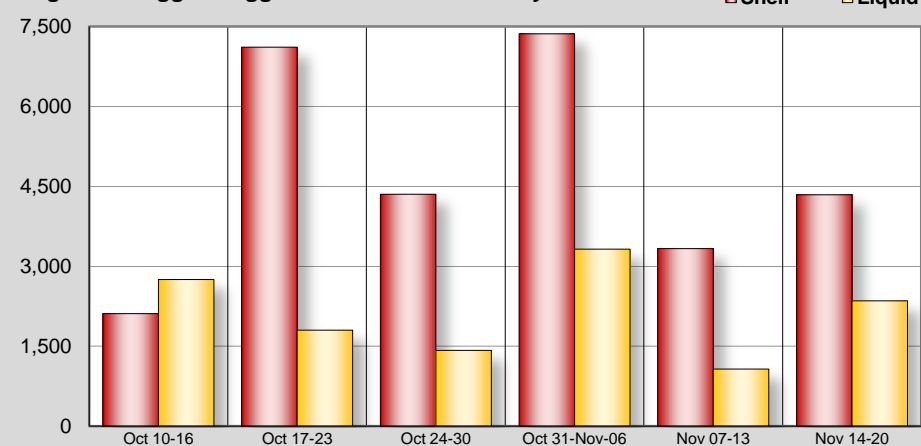
Fri. Nov 14, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.3%	6.0%	6.6%	22.9% of 4,700 sampled	6.0% of 5,900 sampled	10.4% of 4,200 sampled	6.0% of 4,200 sampled	0.2% of 2,800 sampled	0.0% of 1,200 sampled
2/ Activity Index	2,350	1,070	1,570	Activity Index = 1,110	Activity Index = 490	Activity Index = 490	Activity Index = 250	Activity Index = 10	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	900 2.55	820 2.79	700 2.50	2.50 - 3.59 230 2.62	1.98 - 3.29 220 2.05	1.99 - 3.69 240 2.67	2.50 - 3.29 210 2.85		
32 oz. crtn	1,410 4.39	250 4.42	840 4.12	3.00 - 5.99 880 4.55	2.50 - 4.95 270 4.27	3.77 - 4.98 210 3.96	3.77 40 3.77	5.49 10 5.49	
3 - 4 oz. cup	40 2.30		30 2.39			1.99 - 2.50 40 2.30			
2 - 8 oz. cup									
EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.5%	11.2%	8.5%	15.2% of 4,400 sampled	2.7% of 6,000 sampled	8.4% of 4,000 sampled	3.4% of 4,000 sampled	0.5% of 2,900 sampled	8.2% of 1,200 sampled
2/ Activity Index	1,860	1,050	2,010	Activity Index = 860	Activity Index = 190	Activity Index = 550	Activity Index = 140	Activity Index = 10	Activity Index = 110
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	1,170 3.02	430 2.79	970 2.30	1.99 - 5.99 570 3.01	1.89 - 2.49 160 2.08	1.99 - 3.99 360 3.50	2.79 50 2.79	1.80 10 1.80	3.48 - 3.69 20 3.59
64 ounce	690 4.40	510 4.42	1,040 3.72	3.79 - 4.99 290 4.64	3.29 30 3.29	4.79 - 5.78 190 4.87	3.47 - 4.99 90 3.88		3.49 - 3.99 90 3.54

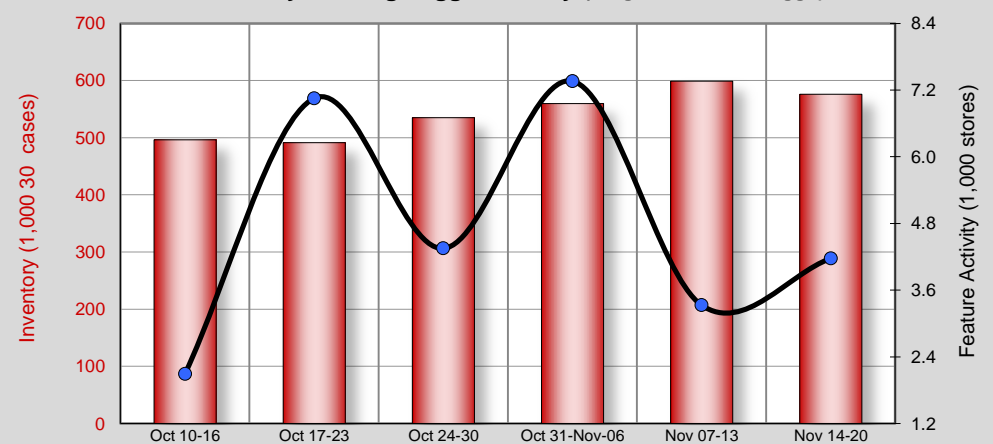
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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